



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Escambia, AL

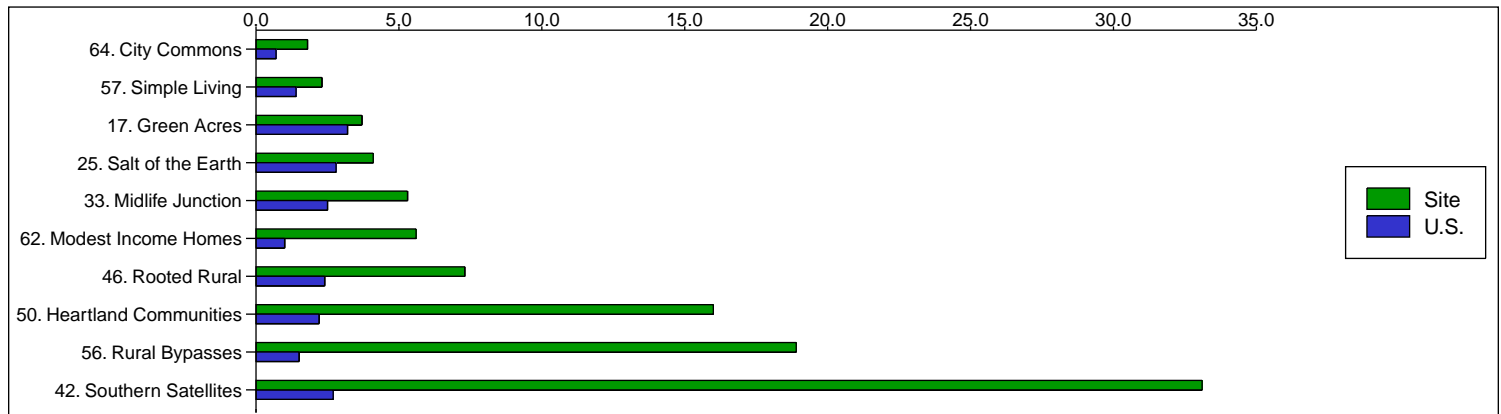
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	33.1%	33.1%	2.7%	2.7%	1213
2	56. Rural Bypasses	18.9%	52.0%	1.5%	4.2%	1250
3	50. Heartland Communities	16.0%	68.0%	2.2%	6.4%	744
4	46. Rooted Rural	7.3%	75.3%	2.4%	8.8%	297
5	62. Modest Income Homes	5.6%	80.9%	1.0%	9.8%	554
	<b>Subtotal</b>	<b>80.9%</b>		<b>9.8%</b>		
6	33. Midlife Junction	5.3%	86.2%	2.5%	12.3%	215
7	25. Salt of the Earth	4.1%	90.3%	2.8%	15.1%	149
8	17. Green Acres	3.7%	94.0%	3.2%	18.3%	117
9	57. Simple Living	2.3%	96.3%	1.4%	19.7%	163
10	64. City Commons	1.8%	98.1%	0.7%	20.4%	265
	<b>Subtotal</b>	<b>17.2%</b>		<b>10.6%</b>		
11	29. Rustbelt Retirees	1.8%	99.9%	2.1%	22.5%	86
	<b>Total</b>	<b>99.9%</b>		<b>22.5%</b>		<b>444</b>

## Top Ten Tapestry Segments

Site vs. U.S.

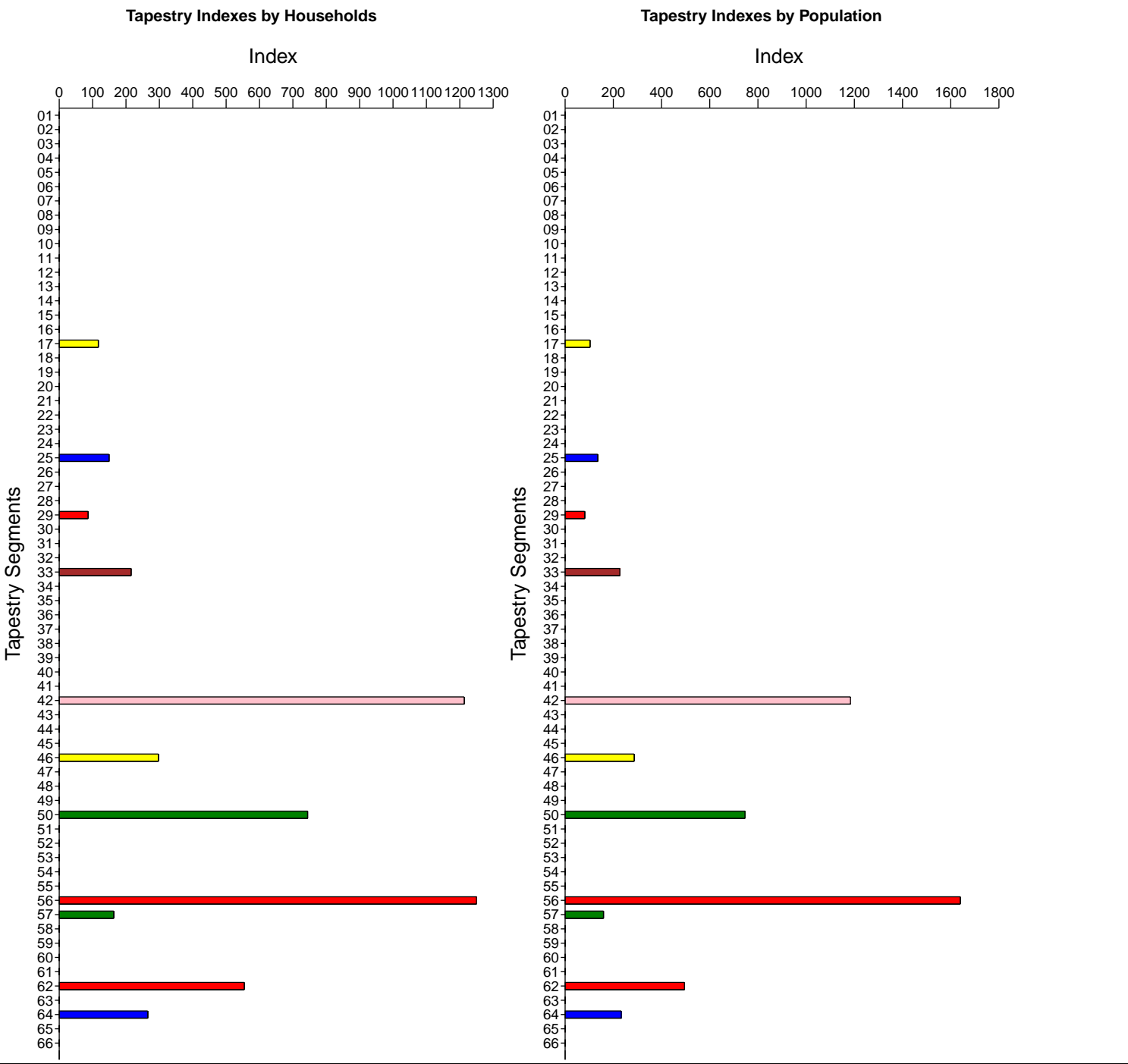


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Escambia, AL



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Escambia, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	14,399	100.0%		37,695	100.0%	
<b>L1. High Society</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	537	3.7%	27	1,293	3.4%	25
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	537	3.7%	117	1,293	3.4%	103
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	808	5.6%	107	1,903	5.0%	96
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	808	5.6%	554	1,903	5.0%	495
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	2,900	20.1%	162	6,711	17.8%	171
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	259	1.8%	86	574	1.5%	81
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	2,308	16.0%	744	5,434	14.4%	746
57 Simple Living	333	2.3%	163	703	1.9%	159
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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LifeMode Groups  
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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	14,399	100.0%		37,695	100.0%	
<b>L7. High Hopes</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	259	1.8%	23	643	1.7%	19
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	259	1.8%	265	643	1.7%	233
<b>L10. Traditional Living</b>	769	5.3%	61	1,890	5.0%	60
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	769	5.3%	215	1,890	5.0%	227
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	8,081	56.1%	592	22,709	60.2%	645
25 Salt of the Earth	596	4.1%	149	1,391	3.7%	135
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	4,762	33.1%	1213	11,919	31.6%	1184
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	2,723	18.9%	1250	9,399	24.9%	1639
<b>L12. American Quilt</b>	1,045	7.3%	78	2,546	6.8%	73
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	1,045	7.3%	297	2,546	6.8%	286
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Escambia, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	14,399	100.0%		37,695	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	259	1.8%	38	643	1.7%	31
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	259	1.8%	265	643	1.7%	233
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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<b>Total</b>	14,399	100.0%		37,695	100.0%	
<b>U6. Urban Outskirts II</b>	1,141	7.9%	154	2,606	6.9%	131
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	333	2.3%	163	703	1.9%	159
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	808	5.6%	554	1,903	5.0%	495
<b>U7. Suburban Periphery I</b>	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	1,028	7.1%	74	2,464	6.5%	72
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	259	1.8%	86	574	1.5%	81
33 Midlife Junction	769	5.3%	215	1,890	5.0%	227
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	2,308	16.0%	329	5,434	14.4%	319
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	2,308	16.0%	744	5,434	14.4%	746
<b>U10. Rural I</b>	1,133	7.9%	70	2,684	7.1%	63
17 Green Acres	537	3.7%	117	1,293	3.4%	103
25 Salt of the Earth	596	4.1%	149	1,391	3.7%	135
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	8,530	59.2%	770	23,864	63.3%	837
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	4,762	33.1%	1213	11,919	31.6%	1184
46 Rooted Rural	1,045	7.3%	297	2,546	6.8%	286
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66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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